

EuroShop  Trade Fairs



Shanghai's International Trade Fair for  
Solutions and Trends all about Retail

上海国际零售业设计与设备展

**2020.09.02-04**

Shanghai New International Expo Centre (SNIEC)

上海新国际博览中心

[www.c-star-expo.com](http://www.c-star-expo.com)

***C-star 2020***

***Post Show Report | 展后报告***

Powered by



Sponsor:





12,000 m<sup>2</sup>

Exhibitor Space  
展览面积



134

Exhibitors  
参展商



9,006

Visitors  
观众

250+

Matchmaking  
商贸配对



60+

Media  
媒体

3

Conferences  
会议论坛



30+

Speakers  
演讲嘉宾



2

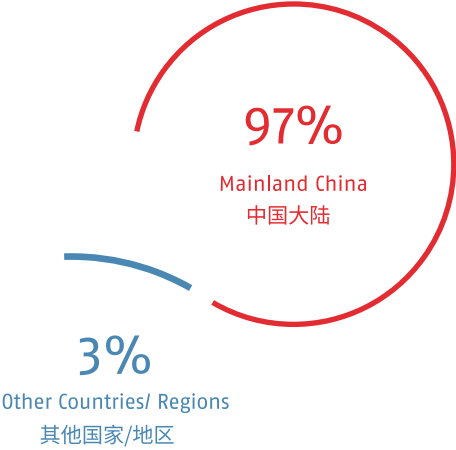
Awards  
精彩赛事

# Exhibitor Analysis

## 展商分析

### Exhibitors by Origin

展商来源细分



### Exhibitors by Industry

展商行业分类



Superior platform for leading suppliers to explore business opportunities  
行业领军品牌不断探寻商贸契机的优质平台

### Purpose for Exhibiting

参展目的

|  |     |  |     |
|--|-----|--|-----|
| To present new products / technologies<br>展示新产品 / 新技术                        | 79% | To seek for sales agent / distributor<br>寻找代理商 / 分销商   | 77% |
| To initiate new business relation in Asian / Chinese market<br>开拓新的亚洲 / 中国市场 | 79% | To compare with competitors<br>对比竞争对手                  | 76% |
| To acquire latest market trends / product information<br>了解最新的市场 / 产品信息      | 79% | To attain conclusion of sale at the fair<br>在展会上完成销售活动 | 75% |
| To enhance image & brand of the company<br>展示、公关和维护公司形象                      | 77% | To consolidate existing business contacts<br>加强现在的商业联系 | 73% |
| To learn, exchange and network<br>学习交流，拓展人脉                                  | 76% | To recruit new staffs<br>招聘新员工                         | 72% |

## Exhibitor Voice 展商声音



“

Retail industry has been heavily affected by the COVID-19 epidemic this year, while in our own business development, we see that it is not the case for high-end brands in the domestic market. This is our third time to attend C-star, and we also attended EuroShop in Germany this February. Our C-star participation has always promoted our business development and helped us get more and more good customers.

今年零售业受到疫情的影响比较重，但是我们在自己的业务发展过程中发现国内中高端的品牌其实并没有受到很大的冲击。这是我们第三次参展C-star，今年2月份我们也参加了在德国举办的Euroshop。每次参加C-star的展会都会促进我们业务上的发展，帮助我们获得越来越多的优质客户。

”

Ms. Yvonne Tian, Marketing Director, LRC (Hongkong) Brand Management Co., Ltd.  
LRC (香港) 品牌管理有限公司，市场总监，田雅丽女士

Mr. Antoine Heuchon, Account Director, LRC (Hongkong) Brand Management Co., Ltd.  
LRC (香港) 品牌管理有限公司，客户总监，安图先生

“

The epidemic outbreak is short-term, and the market remains, so what we need to do is to be confident. Like this time, we prepared very well. With the help of designers, we are able to present our brand wonderfully. The epidemic has no effects on our confidence to participate in the exhibition. This is our first time at C-star, during exhibition we got in contact with many key customers, which I believe will be very helpful to our company's next development.

疫情是短期的，市场是存在的，我们需要做的是坚定信心。像这次展会，我们也是做了充分的准备，在设计师的帮助下为品牌做了最好的呈现。疫情并没有影响我们参展的信心。这是我们第一次参加C-star，在展会上我们结识了许多非常高端和优质的客户，相信对我们公司接下来的发展会有很大的帮助。

Mr. Zeng Dezhong, General Manager, Vianolux Lighting Tech Co., Ltd.  
广东顺德唯亚司照明科技有限公司，总经理，曾德中先生

”



“

The epidemic in 2020 hit new retail very hard, and it is both an opportunity and a challenge for us. This is the second time Epson participating in C-star, and I think our biggest achievements here are that, on the one hand, it helps us know our customers and partners who can help us improve our products and launch more solutions, and on the other hand, we are able to show some leading brands and suppliers in the retail industry that Epson's projection technology is not only used in traditional classrooms, home theaters or conference rooms, but also in new commercial applications.

2020年疫情对新零售的打击非常大，对我们来说是机遇与挑战并存。今年已经是Epson第二次参加C-star展会了，我觉得C-star展会给我们带来最大的收获是一方面是帮助我们认识很多的客户还有合作伙伴，可以帮助我们改善产品及推出更多的解决方案；另一方面是让我们零售行业一些头部的品牌和供应商了解到Epson的投影技术除了做传统的教室、家庭影院或者会议室的运用之外，还有商业之间全新的运用。

Ms. Han Xiaona, Projectors Product Manager, EPSON CHINA  
爱普生（中国）有限公司，投影机产品经理，韩晓娜女士

”

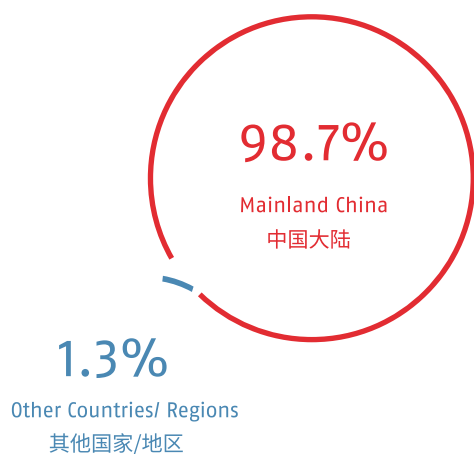




# Visitors Analysis 观众分析

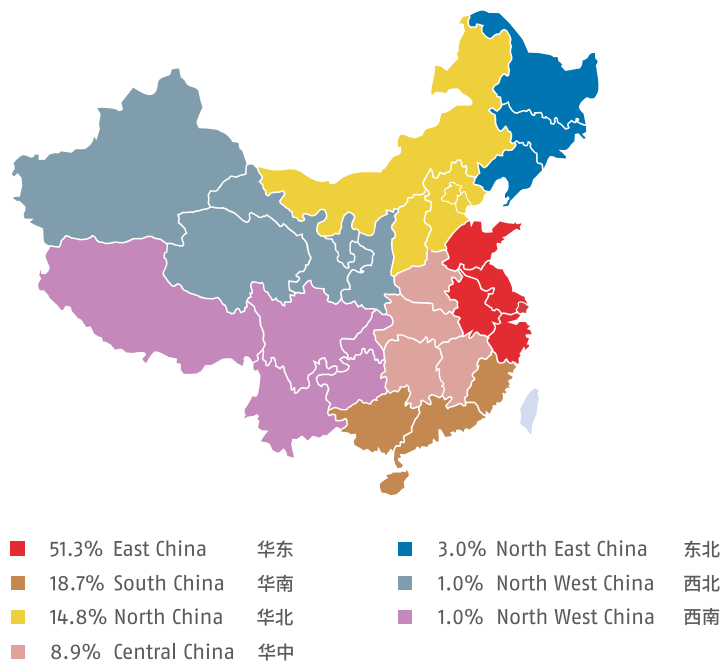
## Visitor by Origin

观众来源细分



## Domestic Visitor Breakdown

国内观众来源地域分布

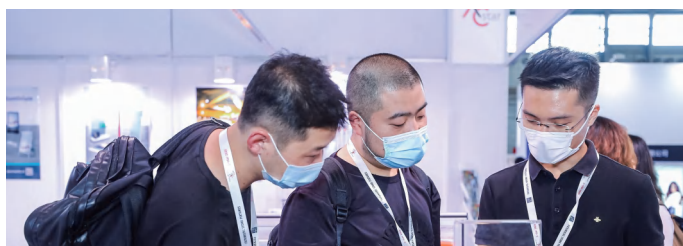


## Matchmaking

商贸配对

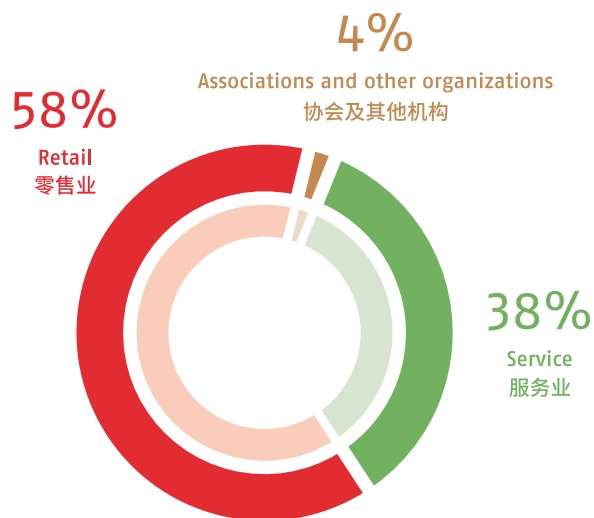
In order to facilitate professional visitors to have efficient trade talks with potential retail solution providers, we provided free matchmaking services to those individuals and groups who came from Fashion and Apparel, Food Retail, Supermarket, Shopping Centers, Department Store, Convenience Store and other retail sectors and who had specific purchase intentions.

为满足专业买家轻松、高效观展，并与心仪企业进行商业洽谈的需求，我们特别为来自时装与服饰零售、食品零售、超市、购物中心、百货商场、便利店等零售业态，并且有特定或潜在的采购需求的个人或团体观众免费提供Matchmaking商贸配对服务。

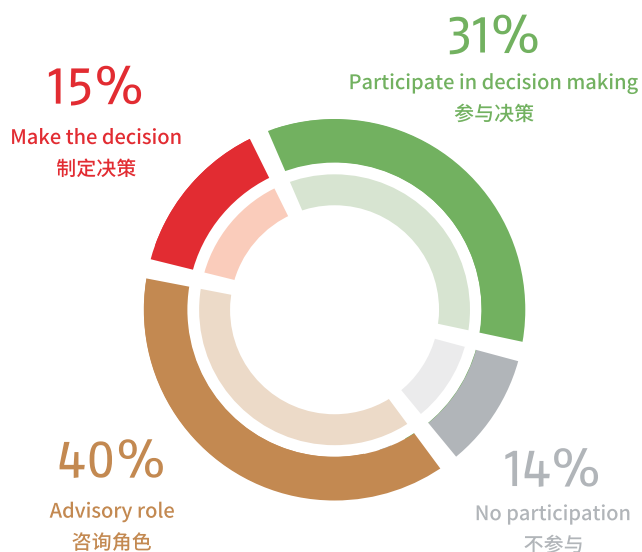


Trade visitors source the latest retail equipment and high quality solutions  
专业观众前来挖掘最新零售设计和优质解决方案

## Visitor by Business Sector 观众业务性质



## Decision Makers 观众决策权



## Visitor by Occupational Position 观众职能分布

|   |     |
|---|-----|
| Department Head / Project Director<br>部门主管 / 项目主管           | 20% |
| Designer<br>设计师   | 18% |
| General Manager<br>总经理                                      | 14% |
| Purchasing Manager<br>采购经理                                  | 12% |
| Entrepreneur / Partner / Self-employed<br>企业家 / 合伙人 / 个体经营者 | 6%  |
| Engineer<br>工程师   | 5%  |
| Deputy General Manager<br>副总经理                              | 5%  |
| Consultant<br>顾问  | 5%  |
| Lecturer / Teacher/ Scientific Assistant<br>讲师 / 老师 / 助理    | 3%  |
| Vice President<br>副总裁                                       | 2%  |
| President<br>总裁   | 2%  |
| Chairman / Executive President<br>董事长 / 执行总裁                | 1%  |
| Others<br>其他  | 7%  |

## Main Areas of Interest 感兴趣的产品类别

|   |     |
|---|-----|
| Shopfittings and Shop Furnishings<br>店铺装修和店铺设备                  | 31% |
| Smart Retail Technology<br>智慧零售技术                               | 23% |
| Lighting<br>照明设备  | 20% |
| Store Design & Visual Merchandising<br>店面设计和视觉营销                | 19% |
| Stand Construction & Live Marketing<br>展位搭建和现场营销                | 5%  |
| Building Service Engineering and Energy Management<br>建筑服务和工程能源 | 3%  |
| Catering and Refrigeration System<br>餐饮设备和制冷系统                  | 2%  |
| General Service<br>一般服务   | 1%  |

# Visitor Voice 观众声音

# 99%

of the visitors were  
satisfied with C-star  
观众对C-star表示满意

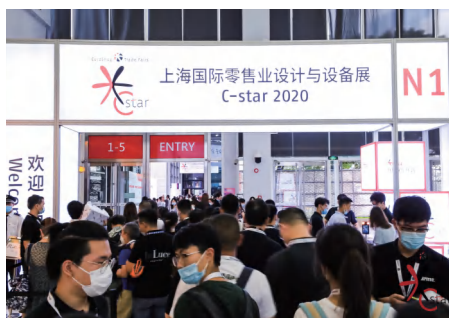
“

This year the epidemic has much affected many industries, especially for us who are running apparel retail. But I do believe it won't last long. As chances always come with crisis. During C-star 2020 I have seen many shop solutions manufacturers which are very helpful for us to reform and upgrade.

今年的疫情给行业带来了巨大的冲击，特别是对于像我们这样从事服饰零售行业的品牌。但我相信这是短暂的，因为有危险就有机会。在C-star 2020现场我们看到很多零售店铺解决方案提供商，对我们未来的变革升级很有帮助。

”

Mr. Zhu Chongbin, Senior Space Designer, ERKE  
鸿星尔克体育用品有限公司  
资深空间设计师，朱崇斌先生



# 95%

of the visitors will recommend  
C-star to other colleagues  
观众表示将会把C-star推荐给  
其他同事

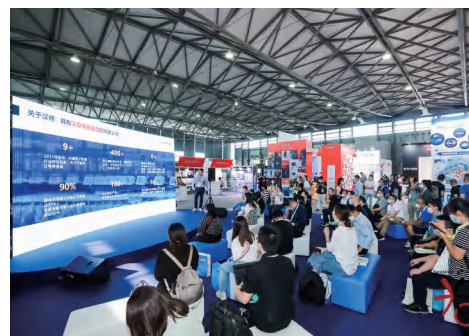
“

The epidemic certainly has a great impact on industry, but it also offers an opportunity for retail enterprises to slow down, reflect and reconsider the business potentials of digitalization. This year saw a large number of retailers, including well-known European chains engulfed in the "tidal wave of store closures". But those with good online and digital channels fared much better. For all of us, the epidemic is a crisis as well as an opportunity. Visiting C-star is a fruitful experience, I can realise that the retail industry will be overturned by technology in the future. I will tell my friends in the business that they should prepare themselves with digital and intelligent technology as soon as possible.

疫情肯定对行业带来了很大的影响，但也给了零售企业一个放慢脚步，思考并重新认识数字化对于商业影响的机会，今年大批的企业，包括欧洲的知名连锁品牌都受到了“关店潮”的影响，发展比较好的企业都是在线和数字化做的比较好的企业。所以疫情对大家来讲，应该是危中有机。参观C-star展会觉得收获挺大的，可以意识到未来零售行业会被科技颠覆，这种现象我会告诉我身边做零售的朋友，让他们提早做准备，用真正的数字化、智能化来武装自己。

”

Mr. Yao Wen, Founder, iUXLabs  
iUXLabs互联网交互体验实验室，创始人，姚文先生



# Overview of Top Brands Visiting C-star 2020

## 莅临 C-star 2020 重点零售品牌一览





# THREE Special Zones

## 3大特色专区

As the retail industry evolves rapidly, C-star 2020 expanded its portfolio once again by launching three special zones with upgraded features. ReTailor Hub, H!Tech Hub, and Designer Village provided a platform for retail solution providers and retailers to make business and exchange ideas.

零售业飞速发展，C-star 2020第六届上海国际零售业设计与设备展也应势再度升级，在原有基础上打造三大升级特色专区：ReTailor Hub、智享零售未来馆以及设计师专区，为零售方案提供商和零售商搭建更优质的商贸交流平台。



### Designer Village

Designer Village built with unique booth designs and brought together many outstanding design firms to highlighting the strength of Chinese design.

设计师专区汇聚众多优秀设计师事务所，采取独特的展台设计，彰显中国设计实力。



### H!Tech Hub

H!Tech Hub made its debut at C-star 2020. It brought together renowned companies of retail technology such as cloudpick, SUNMI, T-Scale, Kiton, CCL Tech, Koscar, and Zkong to showcasing cutting-edge technologies.

智享零售未来馆首次亮相，区域内汇聚云拿、商米、台衡、卡堂、创捷中云、凯奥斯卡、智控等知名零售技术企业展示前沿技术。



### ReTailor Hub

ReTailor Hub, as a brand event of C-star, created an S.Engine Café on-site with smart retail technologies. In the special zone, Cloudpick Technology also built an unmanned grab-and-go store with AI vision that disrupts conventional consumption patterns.

ReTailor Hub作为C-star旗下的活动品牌，现场打造鹰集咖啡馆，运用先进的智慧零售技术。专区内，云拿科技还打造了一家即拿即走的AI视觉无人店，颠覆传统消费模式。



# THREE Professional Conferences

## 3场专业论坛



### Retail Stage

Due to the covid-19 pandemic, the retail sector is facing new challenges and opportunities. Considering the situation, C-star and China Commerce Association for General Merchandise (CCAGM) co-organized C-star Retail Stage with participation from leading retail brands, shopping mall executives and academic experts to share insights and explore core values of retail business.

受疫情影响，零售行业的发展面临着新的机遇与挑战。在此背景下，C-star 和中国百货商业协会（CCAGM）共同主办2020中国零售业发展高端论坛，邀请优秀零售品牌商、购物中心运营高管、零售业权威学术专家等现场分享，与在场的零售同仁共同寻找零售核心价值。



“

I have gained a lot from participating in C-star Retail Stage. Chinese retail industry is developing to online and offline integration and providing better consumer experiences. Through C-star Retail Stage, we can share how JD 7FRESH will realize the complete integration of online and offline, and know the opinions from other industry leaders.

参加论坛我觉得收获很多，中国零售业正向着全渠道发展，不再受限线上线下的限制，所有消费者都能享受更好的体验。通过这个论坛，我们可以分享我们如何实现这一点，同时也可以了解其他业内大咖对此的看法。

”

Mr. Yu Leiqi,  
Senior Director of Design  
and Planning, JD 7FRESH

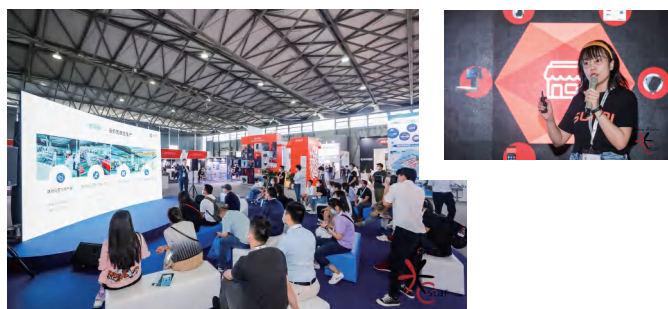
京东零售集团7fresh业务部，  
设计规划高级总监，于磊奇先生



### H!Tech Stage

In addition to Retail Stage, C-star 2020 set up H!Tech Stage to explore advanced technologies and development trends in the field of smart retail technology. The stage invited renowned technology companies and industry professionals to share their views.

除2020中国零售业发展高端论坛外，C-star 2020还开设H!Tech Stage，专注探索智慧零售技术领域的先进技术及发展趋势，邀请领域内知名技术企业、权威人士进行演讲分享。



### Store Upgrade and Supermarket Design Open Class

#### 2020 门店升级与卖场设计公开课

Partner  
合作方





# TWO Exciting Competitions

## 2大精彩赛事



### ERDA China

ERDA China (EuroShop RetailDesign Award China) is derived from ERDA which is one of the supporting programs of EuroShop Trade Fairs. As the Chinese retail industry has formed its own pattern with Chinese characteristics during its development, we establish ERDA China to crown the outstanding store designs in China.

EuroShop 中国零售设计奖 (ERDA China) 由 EuroShop 零售设计奖衍生而来，后者是 EuroShop Trade Fairs 系列展会的同期活动之一。考虑到中国零售业在飞速发展中所形成的独特的模式，我们特别设立 EuroShop 中国零售设计奖 (ERDA China) 为优秀中国店铺设计加冕。



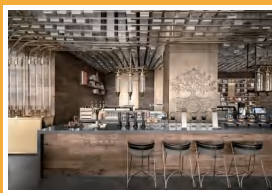
2020 winners are:  
2020 获奖作品：



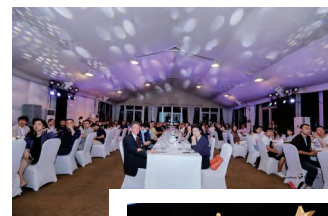
Nike SH 001 - E.A.R.L Adapt BB  
设计方 Designer:  
文罡 (半点 Bringidea)



深圳欢乐海岸喜茶LAB店  
HEYTEA LAB  
(Shenzhen OCT Harbor Store)  
设计方 Designer:  
东木筑造 TOMO DESIGN



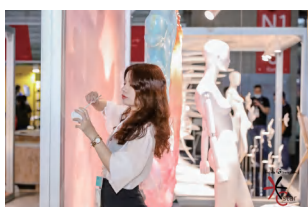
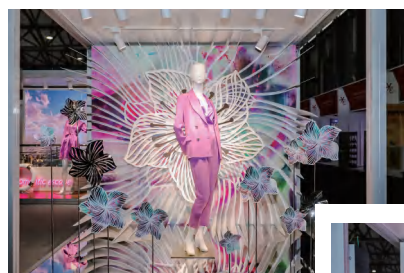
同仁堂新物种知嘛健康概念店  
Tong Ren Tang Zhi Ma Health  
Concept Store  
设计方 Designer:  
北京无象空间  
Beijing Wuxiang Space



### VM Challenge

In order to highlight the importance of window Display, C-star and Shop! joined forces to host VM Challenge 2020. Each participating group presented their own ingenuity onsite within four hours under the specific theme set by PINKO, an Italian fashion brand.

为凸显橱窗设计在品牌形象展示中的重要价值，C-star与Shop! 国际零售营销广告协会于展会期间联合打造VM Challenge 2020 首届橱窗营销挑战赛。参赛选手在四小时内根据意大利时尚品牌PINKO给定的主题现场设计展示橱窗。



EuroShop  Trade Fairs



Shanghai's International Trade Fair for  
Solutions and Trends all about Retail

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